CLAIM AMENDMENTS

Claims pending:

- At time of the Office Action: Claims 1-38.

- After this Response: Claims 1-38.

Canceled claims: None.

Amended claims: 1, 12, and 20.

New Claims: None.

The listing of claims below will replace prior versions of claims in the application:

1. (Currently Amended) A <u>computer executable</u> method comprising:

retrieving content from a plurality of content providers, wherein the retrieved content is to be displayed in at least one Web page;

verifying the format of the retrieved content;

rejecting particular content if the particular content format is not valid; and

if the particular content is valid:

scheduling the particular content to be displayed at a specified time; and

displaying the particular content at the specified time, the particular content being displayed by a Web server.

2. (Original) A method as recited in claim 1 wherein displaying particular content includes:

displaying the particular content using a test Web page; and

if the particular content is successfully displayed using the test Web page, displaying the particular content using a live Web page.

3. (Original) A method as recited in claim 1 wherein displaying particular content includes deleting previously displayed content.

4. (Original) A method as recited in claim 1 wherein the specified time is an attribute associated with the particular content.

5. (Original) A method as recited in claim 1 further comprising storing the retrieved data in a central database.

6. (Original) A method as recited in claim 1 wherein scheduling the particular content includes creating a multi-level directory structure associated with the specified time.

7. (Original) A method as recited in claim 1 wherein the specified time is a timeslice having a start time and an end time.

8. (Original) A method as recited in claim 1 wherein the content is defined in an extensible markup language (XML) file.

9. (Original) A method as recited in claim 1 wherein verifying the format of the retrieved content includes using a verification tool to compare the format of the retrieved content to the format defined in a schema file stored on the Web server.

10. (Original) A method as recited in claim 1 wherein verifying the format of the retrieved content includes using a verification tool to compare the format of the retrieved content to the format defined in a content definition file stored on the Web server.

11. (Original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 1.

12. (Currently Amended) A computer executable method comprising:

identifying a plurality of content providers;

determining whether each of the plurality of content providers has any new content to retrieve;

retrieving new content from the plurality of content providers that have new content to retrieve;

storing the retrieved content in a central database;

scheduling the retrieved content to be displayed on a Web page at a particular time, wherein the particular time is based on an attribute associated with the retrieved content; and

displaying the retrieved content on the Web page at the particular time.

13. (Original) A method as recited in claim 12 wherein the retrieved content is defined in an extensible markup language (XML) file.

14. (Original) A method as recited in claim 12 further comprising verifying the format of the retrieved content.

15. (Original) A method as recited in claim 12 further comprising:

verifying the format of the retrieved content; and

rejecting content that is not verified.

16. (Original) A method as recited in claim 12 further comprising:

verifying the format of the retrieved content; and

editing the content if the retrieved content is not verified.

17. (Original) A method as recited in claim 12 further comprising deleting previously displayed content after the particular time.

18. (Original) A method as recited in claim 12 wherein the retrieved content has an associated time slice, the time slice identifying a start date, a start time, an end date, and an end time.

19. (Original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 12.

20. (Currently Amended) A computer executable method comprising:

identifying a plurality of content providers;

identifying a storage location associated with each of the content providers;

retrieving a file from each storage location, wherein the file identifies any new content to retrieve from the storage location;

if the file identifies new content to retrieve from the storage location:

retrieving the new content;

storing the retrieved content in a central database; and

scheduling the retrieved content to be displayed at a particular time, wherein the particular time is based on an attribute associated with the retrieved content.

21. (Original) A method as recited in claim 20 further comprising displaying the retrieved content on the Web page at the particular time.

22. (Original) A method as recited in claim 20 further comprising verifying the format of the retrieved content and rejecting the retrieved content if the format is not valid.

23. (Original) A method as recited in claim 20 further comprising verifying the format of the retrieved content using a verification tool to compare the format of the retrieved content to the format defined in a schema file stored on a Web server.

24. (Original) One or more computer-readable memories containing a computer program that is executable by a processor to perform the method recited in claim 20.

25. (Previously Presented) A content server comprising:

a content collector configured to retrieve content from a plurality of content providers;

a content verification tool coupled to the content collector, the content verification tool configured to verify content retrieved from the plurality of content providers; and

a content scheduler coupled to the content collector, the content scheduler configured to schedule the received content for display.

26. (Original) A content server as recited in claim 25 further including a content editor coupled to the content scheduler and configured to modify the received content.

27. (Original) A content server as recited in claim 25 further including a test Web page configured to display retrieved content.

7

28. (Original) A content server as recited in claim 25 wherein the content verification tool rejects content if the content format is not valid.

29. (Original) A content server as recited in claim 25 further including a database configured to store the content retrieved from the plurality of content providers.

30. (Original) A content server as recited in claim 25 wherein the content is defined in an extensible markup language (XML) file.

31. (Original) A content processing system comprising:

a content server configured to retrieve Web-based content from a plurality of Web content providers, wherein the content is defined in an extensible markup language (XML) file;

a database coupled to the content server, the database configured to store content retrieved from the plurality of content providers; and

a Web server coupled to the content server, the Web server including a schema file that defines the proper format for the content, wherein the Web server is configured to maintain a plurality of Web pages that are generated using content stored in the database.

32. (Original) A content processing system as recited in claim 31 wherein the schema file is accessible to content providers to verify their content prior to retrieval by the content server.

33. (Original) A content processing system as recited in claim 31 wherein the content server includes a content verification tool that rejects content if the content format is not valid.

34. (Previously Presented) One or more computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to:

retrieve content from a plurality of content providers, the retrieved content to be displayed in at least one Web page;

verify the format of the retrieved content;

reject the retrieved content if the format of the retrieved content is not valid; and

schedule the content to be displayed at a specified time.

35. (Original) One or more computer-readable media as recited in claim 34 wherein the retrieved content is defined in an extensible markup language (XML) file.

36. (Previously Presented) One or more computer-readable media as recited in claim 34 wherein the computer program that, when executed by the one or more processors, causes the one or more processors to schedule the content includes a computer program that, when executed by the one or more processors, causes the one or more processors to create a multi-level directory structure.

37. (Previously Presented) One or more computer-readable media as recited in claim 34, further comprising computer programming configured to cause the one or more processors to display the particular content at the specified time.

38. (Previously Presented) One or more computer-readable media as recited in claim 34, further comprising computer programming configured to cause the one or more processors to create scheduled content files.